

## Draft Minutes from the East Town Business Partnership Board of Directors Meeting

Thursday, May 5, 2022, 11:30 a.m.-12:30 p.m.

Hybrid at Padilla, 1101 West River Parkway Place (<http://www.riverparkwayplace.com/home.axis>), and via Zoom ([https://us02web.zoom.us/rec/share/1Fbo-N1QwffHpUlkjkdgAXTsHzSRKpJHXJegFsHDcSpqN\\_y8tjqzLBuoCgBI1-3ex.xcxP3G51IUUm3uk5;Passcode7W7\\*w&G3](https://us02web.zoom.us/rec/share/1Fbo-N1QwffHpUlkjkdgAXTsHzSRKpJHXJegFsHDcSpqN_y8tjqzLBuoCgBI1-3ex.xcxP3G51IUUm3uk5;Passcode7W7*w&G3))

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### I. Call to Order and Welcome by Host

President Julia Lauwagie from MN Adult & Teen Challenge who was broadcasting from Padilla, welcomed those in person and online, then called the meeting to order at 11:33 a.m. She then asked everyone to introduce themselves beginning with those online:

#### Board Attendees via Zoom

Lynn Burn, Compass  
Cassie Garner, Gamut Gallery  
Brent Hanson, Wells Fargo Corporate Properties Group  
Christie Rock Hantge, ETBP Executive Coordinator  
Cyndy Harrison, Sawatdee Thai Restaurant  
Richard Kiemen, Sherman Associates  
Aimee Robertson, North Central University  
Reid Struck, Sherman-Williams  
Carletta Sweet, Downtown Minneapolis Neighborhood Association  
Wendy Underwood, Catholic Charities of St. Paul and Minneapolis  
Kirsten Walstein, Krause-Anderson

#### Board Attendees at Padilla

Amy Carlson, Hennepin Healthcare Foundation  
Dan Collison, ETBP Executive Director  
Jenifer Freeman, Aramark  
Tom Jollie, Padilla  
Brian Maupin, Allied Parking

During introductions, Jenifer Freeman who replaced Jim Farstad from the Minnesota Sport Facility Authority after his resignation in April, advised she's the General Manager of Aramark (<https://www.linkedin.com/in/jenifer-freeman-355259a0>) where she's been since 2017. Dan clarified Aramark is the food and beverage hospitality partner for all events at U.S. Bank Stadium and Jenifer helped sponsor the ETBP annual meeting alongside ASM Global and the Minnesota Vikings.

Host Tom Jollie, SVP at Padilla (<https://www.linkedin.com/in/tomjollie>), welcomed everyone and hoped that everyone else would come next time. He and Padilla have been here a long time. It was formed by Don Padilla and Dave Spear (<https://www.cavittproductions.com/wp-content/uploads/2016/06/PSB-50th-Anniversary-Book.pdf>), they were an ESOP (<https://www.esop.org/>) for many years, and 3 years ago they went on an acquisition spree – an advertising agency, digital agency, branding agency, and a New York office to increase their presence – and once finetuned they sold to Avenir Global (<https://www.startribune.com/minneapolis-based-padilla-becomes-latest-local-agency-to-sell-to-larger-rival/489767211/>) which brought a lot of investment and resources to the table. When the pandemic hit, there was this lull and they wondered if they would have jobs but they've been on a growth trajectory since the beginning and are doing well. They now have seven offices across the U.S. with this location being the headquarters.

Tom then sought and received feedback on the Minneapolis reputation program he's been working on with Meet Minneapolis and MDC. They're sending a newsletter called Minneapolis Momentum (<https://www.minneapolis.org/minneapolis-momentum/>) to business leaders to help dispel some of the negative news and to promote the positive news about downtown. The next phase will be a Mad Lib ([https://en.wikipedia.org/wiki/Mad\\_Libs](https://en.wikipedia.org/wiki/Mad_Libs)) campaign where everyday consumers can submit their Minneapolis Momentum story (e.g., what happened when I came back to the city to go to the Twins game, Guthrie, restaurant, museum). Winners will be chosen every day in June and they'll receive prizes such as 4 tickets to a Twins game or dinner and a show at the Guthrie. They will then take the Mad Libs and turn them into a billboard that captures their experience in 15 words or less with a picture. Clear Channel will run it on unused inventory in the suburbs, the strategy being FOMO (fear of missing out) and a little positive peer pressure. There's not a lot of money involved and they're relying on people for prizes. The consensus was it was a good idea, but if anyone had other not so positive thoughts, they were invited to reach out to him at [Tom.Jollie@padillaco.com](mailto:Tom.Jollie@padillaco.com).

## **Board Directors Absent**

Jacquie Berglund, FINNEGANS Brew Co  
Charlie Boeckenheuer, Minnesota Vikings  
Eric Merriman, Thrivent Financial  
Michael Noble, The Normandy Inn & Suites  
Rinal Ray, People Serving People

## **II. Consideration of Agenda**

The agenda was approved as submitted (BM/AC).

## **III. Consideration of Consent Agenda**

The consent agenda was approved as submitted which included the Treasurer's Report which had the F2021 Budget vs. Actual as of April 30, 2022, Wells Fargo bank statement for April 2022, Balance Sheet as of April 30, 2022; Director of Downtown Partnerships for Minneapolis Downtown Council/Downtown Improvement District and Executive Director for East Town Business Partnership and NūLoop Partners' report for April 3-30, 2022; and Executive Coordinator's report for the period 4/1/2022 to 4/30/2022 (BM/AC).

## **IV. Presentations**

**A. Membership Drive/Strategy/Board Member Outreach.** Dan thanked Richard, Julie, Carletta, Christie, and former Board Member Jim Farstad for mapping out the approach for membership renewal which traditionally occurs every July.

He also extended gratitude to all who represented their company on the Board over the last 3 years during the impact of COVID and kept providing resources despite being in a deeply hospitality economy. The ETBP is a lean organization with virtually no overhead and is highly leveraged due to the partnership with the MDC; however, there has been a significant drawback in sponsorships from the peak around the Super Bowl and, as a result, it's at the lowest cash flow level ever. To ameliorate this situation, they've cleaned up the database and identified a great prospect list that he'll send to the Board with instructions on ways to re-engage with those who have fallen off. If everyone would take at least three names the Board could complete the entire list.

Christie added she'll begin preparing, by no later than the second week in June, invoices for current members starting with the Board and platinum and ask they pay it as soon as received because by then the balance will be in the \$7,000 range.

**B. Draft 2022-2023 Business Forum Season.** Dan explained they are pleased to work with the MDC to co-host on four of the forums, then showed an historic list of topics as well as the lineup for the 2022-2023 season. Please feel free to send him other ideas.

## **V. Action Item**

**A. Signing of Conflict of Interest Agreement.** Christie advised this is required at the beginning of a new season, so please print, sign, scan and email them to her so that she'll have them on file.

**B. Signing up for Committees.** Dan sent a list of the current ad hoc committees and encouraged the Board to participate, show up at the forums, and advocate for the district through the lens of their work and jobs. Let Julia know at [Julia.Lauwagie@mntc.org](mailto:Julia.Lauwagie@mntc.org) what committees we've decided to continue serving on or sign up for.

## **VI. Updates**

**A. Executive Director Transition Task Force Update.** The job description was sent out for the person who would serve as the Executive Director for both the ETBP and NūLoop Partners organizations. Part of what he's had the privilege of shaping over these last 5 years is a unique growing edge of downtown relationship between the ETBP and NūLoop Partners, a public-private partnership in the greater North Loop area which includes the Target Field ballpark and the Minnesota Twins public-private partnership with Hennepin County and a cadre of executive and neighborhood leadership. Interestingly, Christie and Carletta worked with the Executive Director to shape engagement and communication and what happens in the North Loop area when it comes to public safety, parking, vitality, and stadium, we feel here in East Town too, and our 15

blocks apart typically connect.

When the position was posted on LinkedIn they didn't market half of his work portfolio – i.e., what he's done for the MDC, a retail accelerator called Chameleon Shoppes and everything from film and production to helping the DID to showing up at City Hall – because they have someone internally who's a good fit for the role, Shannon Fitzgerald (<https://www.linkedin.com/in/smfitzgerald>) who has applied. They have a small Task Force led by Steve Cramer overseeing the process with the goal of having a new Executive Director in place by no later than July 1st.

- B. Downtown Minneapolis Neighborhood Association.** Because the LUC isn't until Monday, May 9th (<https://www.thedmna.org/event/dmna-land-use-committee-meeting-on-may-9-at-6-p-m-via-zoom/>), Carletta had no report to submit.

Christie reported the LUC meeting will feature an update on the Term Sheet between the City and AECOM for the purchase of 800 Washington Avenue South with Brian Dusek, Managing Principal (<https://wiza.co/d/aecom/b215/brian-dusek>), and Emily Stern, Senior Project Coordinator at Minneapolis CPED (<https://www.linkedin.com/in/emily-stern-2178905>).

Then she added the next Board meeting is on Monday, May 23rd (<https://www.thedmna.org/event/dmna-board-meeting-on-may-23-at-545-p-m-via-zoom/>); there's a Personal Safety/Self Defense Workshop on Thursday, June 9th, 6:00 p.m. at The Commons (<https://www.thedmna.org/event/dmna-personal-safety-self-defense-workshop-on-june-9-at-6-p-m-at-the-commons/>); and they're going ahead with National Night Out on Tuesday, August 2nd at The Commons (<https://www.thedmna.org/event/dmna-2022-national-night-out-on-tuesday-august-2-at-the-commons/>). Board Member Andrew Gittleman, Executive Vice President/Principal at FirstService Residential (<https://www.linkedin.com/in/andrewgittleman>) has offered FSR as the primary sponsor and the associates at their downtown properties as the organizers the event, so hopefully it should be bigger and better than last year.

- C. Elliot Park Neighborhood Association.** Dan explained they have an ex officio chair on the ETBP and staff is churning and needs to sort out what's next. Cassie recommended reaching out to EPNI Board Member Kim Forbes and Recruiting Manager at Minnesota Adult & Teen Challenge (<https://www.linkedin.com/in/kim-forbes-phr-6490b051>) and explained former Executive Director Vanessa Haight has stepped back in, but not full time, to help put things back in place. Because Aimee's husband, Robert (<https://www.linkedin.com/in/jordan-robertson-1625542b>), has filled NCU's position on the EPNI Board, she hears regularly about what's going on; they're hosting them at NCU so that they have a place to go.

- D. Minneapolis Downtown Council.** Note the two upcoming forums:

1. 50th Anniversary of Title IX on Thursday, May 19th at The Larking (<https://www.mplsdownatown.com/registration220519/>)
2. What Does Full Scale Recovery Look Like? on Thursday, June 16th at Meet Minneapolis (<https://easttownmpls.org/etbp-hybrid-business-forum-on-june-16-offered-in-person-at-meet-minneapolis-and-online-via-zoom/>).

## VII. Committee and Task Force Reports

- A. Membership Engagement.** No report given.
- B. Executive.** No report given.
- C. Board Development.** No report given.
- D. Business Forum Development.** See Dan's report under the Executive Director's Monthly Report.

## VIII. Old / New / Other Business

- A.** The opening of Catholic Charities Endeavors Residence will be on Wednesday, May 18th at 10:00 a.m., at 1414 11th Avenue South ([https://www.cctwincities.org/our-organization/events/opening-endeavors-residence-in-elliott-park/?utm\\_campaign=endme&utm\\_medium=email&utm\\_source=invite](https://www.cctwincities.org/our-organization/events/opening-endeavors-residence-in-elliott-park/?utm_campaign=endme&utm_medium=email&utm_source=invite)).
- B.** The Redleaf Center for Family Healing will celebrate its 1st Anniversary on Wednesday, May 11th, 4:00 p.m. at 717 South 6th St (<https://redleaffamilyhealing.org/oneyear/>).

- C. Gamut Gallery will celebrate its 10th Anniversary June 11th to July 9th (<http://millcitytimes.com/news/gamut-gallery-to-celebrate-a-decade-of-art-and-community-in.html>).
- D. New business in Elliot Park: Lutunji's Palate (<https://www.lutunjispalate.com/>).
- E. Since the Board doesn't meet in July and August, and the current 5-Strategic Frameworks ends this year, may want to schedule a half day strategic planning session to discuss where it's going in the next couple of years.

**IX. Adjournment**

There being no further business, the meeting adjourned at 12:27 p.m. (BM/AC).